

SPECIAL LICENSE PLATE SERIES APPLICATION INFORMATION AND INSTRUCTIONS

The following information and instructions have been prepared to help you complete the special license plate series application. Please review each section of the application and read all instructions thoroughly before completing. If any sections of the application are incorrectly filled out or supporting documentation is not submitted, this will delay the review of your application by the Special License Plate Review Board. Please return the completed application, the required documentation, and appropriate fees to the Board's address below. For specific details, refer to authority RCW 46.16.

How to Reach the Board

The original completed application, supporting documents and fees must be postmarked **no later than (14) days prior** to the scheduled board meeting.

Send application and fees to:

Department of Licensing
Special License Plate Review Board
PO Box 9048
Olympia WA 98507-9048

Other contact information:

Special License Plate Program
Department of Licensing
PO Box 9909
Olympia WA 98507-8500

Email: SpPlateBoard@dol.wa.gov
Telephone: (360) 902-3710
Fax: (360) 570-7892

Application Instructions

An organization applying for the creation of a special license plate series, submit the following:

- A completed Application form (TD-420-734)
- Supporting documentation as required on the application
- Signature Sheet with two thousand intended purchases (*if applicable*)
- Proposed license plate design
- Appropriate Fees payable to the State Treasurer

Eligibility Requirements for Sponsoring Organizations

Washington State Law and Administrative Code require that sponsoring organizations applying for a special license plate series submit an application and qualify as one of the following:

A non-governmental organization must be:

- Documented as a nonprofit organization, as defined in 26 U.S.C. Sec. 501 (c)(3);
- An organization that is located in the state of Washington; and
- An organization that is registered as a charitable organization with the Secretary of State's office.

A governmental body must be:

- A political subdivision, including but not limited to any county, city, town, municipal corporation, or special purpose taxing district that has the express permission of the political subdivision's executive body to sponsor a special license plate series; or
- A federally recognized tribal government that has received the approval of the executive body of that government to sponsor a special license plate series; or
- A state agency that has received approval from the director of the agency or the department head, to sponsor a special license plate series; or
- A community college or technical college that has the express permission of the college's board of trustees to sponsor a special license plate series.

General Requirements

The sponsoring organization shall:

- Provide a proposed license plate design
- Provide proof of organizational qualifications as described above
- Provide supporting documentation that organizational qualifications and permissions have been met
- Provide a marketing strategy outlining short and long-term marketing plans for the special license plate
- Provide a financial analysis outlining the anticipated revenue and the planned expenditures of the revenues created from the sale of the special license plate
- Provide a signature of a legislative sponsor
- Provide proposed legislation creating the special license plate; and
- Submit payment as described below

Payment Requirements and Special Application Requirements

The sponsoring organization shall submit to the department prepayment of all start-up costs associated with the creation and implementation of the special license plate in the amount determined by the department. The department will provide a cost estimate upon request.

If the sponsoring organization is not able to meet the payment requirements, and the organization is able to demonstrate this to the satisfaction of the department the sponsoring organization shall submit a nonrefundable fee of two thousand dollars and a signature sheet with a minimum of two thousand intended purchases with signatures.

When two or more governmental bodies and/or non-governmental organizations are applying jointly each organization must comply with the eligibility requirements in section B and D of the application.

License Plate Design

The proposed license plate design should be legible and clearly identifiable as a Washington state license plate. The license plate design will designate the name of the state of Washington in full without abbreviations. The proposed license plate may display a symbol or artwork to be approved by the Special License Plate Review Board. The proposed plate design and letter / number combination cannot conflict with any current or future plate series. The sponsoring organization shall certify, on the application, that they have the express written permission of any copyrighted, patented, or trademark material that will be used on the plate design.

Application Process

The department will review the special license plate series application and confirm that the sponsoring organization has submitted all required documentation. If the received application is incomplete, the department will return the application to the sponsoring organization. If the application is complete, the department will present the application to the board who will review and either approve or reject the application submitted.

If the board approves the application, the board will document their approval. The draft bill submitted during the application process must then be presented to the legislature. Board approval does not guarantee the plate series will be created. Once the department receives written notification that the special license plate has been approved through the legislative process, the sponsoring organization will be required to enter into the written agreement as described below.

If either the board or legislature rejects the application, all fees submitted are subject to a refund to the sponsoring organization.

Special License Plate Ongoing Requirements for Enacted Plates

Within thirty days on the enactment of the new special license plate series, the Department of Licensing shall enter into a written agreement with the organization

that sponsored the license plate. The agreement must identify the services to be performed by the sponsoring organization.

No portion of any funds disbursed from the sale of the new special license plate under the written agreement may be used directly or indirectly, for any of the following purposes:

- Attempting to influence:
 - The passage or defeat of legislation by the legislature of the state of Washington, by a county, city, town, or other political subdivision of the state of Washington, or by the Congress; or
 - The adoption or rejection of a rule, standard, rate, or other legislative enactment of a state agency;
- Making contribution reportable under chapter 42.17 RCW; or
- Providing a gift, honoraria, travel, lodging, meals or entertainment to a public officer or employee.

The sponsoring organization will submit an annual financial report by September 30th of each year to the department that details actual revenues and expenditures from the revenue received from the sales of the special license plate. The sponsoring organization must expend the revenues generated from the sale of the special license plates series for the benefit of the public, and it must be spent within this state. Disbursement of the revenue generated from the sale of the special license plate series to the sponsoring organization is contingent upon the organization meeting all reporting requirements as required by this department.

If the sponsoring organization ceases to exist or the purpose of the special license plate series ceases to exist, revenues generated from the sale of the special license plates must be deposited in to the motor vehicle account and the plate series will be discontinued.

A sponsoring organization may not seek to redesign its plate series until the entire inventory is sold or purchased by the organization itself. All cost for redesign or a plate series must be paid by the sponsoring organization.

Disposition of Revenue from the Sale of Enacted Special License Plate

Revenue generated from the sale of a special license plate series for the sponsoring organization must be deposited into the motor vehicle account until the department determines that the state's implementation costs have been fully reimbursed. The state must be reimbursed for its portion of the implementation costs within two years from the date the new plate series goes on sale to the public. If the state is not reimbursed within two years, the series will be placed on probation for one-year. If at the end of the one-year probation reimbursement is still not made to the state, the series will be discontinued.



SPECIAL LICENSE PLATE SERIES APPLICATION

SPECIAL LICENSE PLATE REVIEW BOARD
VEHICLE LICENSING
PO BOX 9048
OLYMPIA WA 98507-9048
(360) 902-3710

Please type or print clearly in dark ink

ORGANIZATION APPLYING FOR SPECIAL LICENSE PLATE SPONSORSHIP

ORGANIZATION NAME			FEDERAL EIN	
ORGANIZATION ADDRESS		CITY	STATE	ZIP CODE
TAX ID NUMBER				
TELEPHONE NO.	FAX NO.	E-MAIL ADDRESS		
ORGANIZATION LIAISON NAME			ORGANIZATION LIAISON TELEPHONE NO.	

Type of agency ☐ Non-Governmental (Answer Questions 1, 2, & 3) ☐ Governmental (Answer Questions 4, 5, 6 & 7)

Have you previously filed an application with this office? YES ☐ NO ☐ If YES, when?

Supporting documentation must be attached for ALL "YES" answers.	YES	NO
1. Your organization is registered as a charitable organization with the Washington Secretary of State's Office, as required by law.	<input type="checkbox"/>	<input type="checkbox"/>
2. Your organization is a nonprofit organization, as defined in 26 U.S.C. Sec. 501(c)(3).	<input type="checkbox"/>	<input type="checkbox"/>
3. Your organization is located in Washington State.	<input type="checkbox"/>	<input type="checkbox"/>
4. Your governmental body is a political subdivision, including, but not limited to, any county, city, town, municipal corporation, or special purpose taxing district that has the express permission of the political subdivision's executive body to sponsor a special license plate.	<input type="checkbox"/>	<input type="checkbox"/>
5. Your governmental body is a federally recognized tribal government that has received the approval of the executive body of that government to sponsor a special license plate.	<input type="checkbox"/>	<input type="checkbox"/>
6. Your governmental body is a state agency that has received approval from the director of the agency or the department head, and has the express statutory authority to sponsor a special license plate.	<input type="checkbox"/>	<input type="checkbox"/>
7. Your governmental body is a community college or technical college that has the express permission of the college's board of trustees to sponsor a special license plate.	<input type="checkbox"/>	<input type="checkbox"/>

Checklist for required attachments

- ☐ The financial analysis outlining the anticipated revenue and the planned expenditures from the revenue generated from the sale of the special license plate.
- ☐ The marketing strategy outlining a short and long-term plan for the special license plate series.
- ☐ The proposed plate design for the _____ special plate series.
- ☐ A check, for all start-up costs associated with the creation and implementation of the special license plate series, **OR** a check for the non-refundable fee of \$2,000 (two thousand dollars U.S. currency) and the required signature sheets.
- ☐ Proposed legislation creating the special license plate series.

Upon filing, this application becomes public record and is subject to public disclosure pursuant to RCW 42.17. I certify that I am authorized to sign this application on behalf of the organization, have received permission for any copyrighted, patented or trademark material and the information contained and attached hereto is true and correct.

ORGANIZATIONAL SPONSOR LIAISON NAME (PRINTED)		TITLE	
ORGANIZATIONAL SPONSOR LIAISON SIGNATURE X		DATE	
LEGISLATIVE SPONSOR NAME (PRINTED)		TITLE	
LEGISLATIVE SPONSOR SIGNATURE X		DATE	

The Department of Licensing has a policy of providing equal access to its services.
If you need special accommodation, please call (360) 902-3600 or TTY (360) 664-8885.